

## ABSTRACT

Online Product Selection System of REH Trading (OPSS) is a web-based system that helps REH Trading to manage their business online and allow customer to make order and view support. The existing system of the company does not optimize the usage of internet services. The system just provides simple company profile, product view and contact of the company. There is no guide service for customer to choose the right product. Therefore, this system is developed to manage the company business and provide product selection service by using rule-based forward chaining. There are two targeted users in this system, which are the admin staff and the customers of REH Trading. The modules of the system are login and registration, view product, view support, make appointment and order, manage order and profile, search product and approve order and appointment. Rapid Application Development (RAD) model is used to develop this project. There are four phases which are requirements planning, user design, construction and cutover. The testing results shown that the proposed system gives user flexibility to choose the product smartly.

## ABSTRAK

System pemilihan produk REH Trading adalah sistem web yang membantu REH Trading untuk menguruskan perniagaan mereka secara online, dan membenarkan pelanggan untuk membuat pesanan atas talian dan dapatkan sokongan. System yang sedia ada tidak mengoptimumkan penggunaan perkhidmatan internet. System tersebut hanya menyediakan profil syarikat, produk yang dijual dan cara hubungi syarikat. Tiada perkhidmatan untuk pelanggan untuk memilih produk yang betul. Oleh itu, system ini dibangunkan untuk membantu menguruskan perniagaan syarikat REH Trading dan menyediakan perkhidmatan pemilihan produk dengan menggunakan peraturan berasaskan rangkaian ke hadapan. Terdapat dua pengguna dalam system ini, iaitu kakitangan admin dan pelanggan REH Trading. System ini terdiri daripada sepuluh modul : pendaftaran, masuk, melihat dan mengedit profil, melihat produk and memesan produk, membuat temujanji untuk memasang produk, perkhidmatan pemilihan produk, pencarian produk, menguruskan pengguna, menguruskan product, menguruskan sokongan. *Rapid Application Development (RAD)* telah digunakan dalam projek ini. Terdapat empat tahap iaitu perancangan keperluan, rancangan pengguna, pembinaan dan pengubahsuaian.. Ujian yang telah dijalankan menunjukkan bahawa sistem ini berjaya mencapai matlamat dan objektif projek ini.

## TABLE OF CONTENTS

| CHAPTER  | TITLE   | PAGE |
|----------|---|------|
|          | SUPERVISOR'S DECLARATION                                  | i    |
|          | STUDENT'S DECLARATION                                     | ii   |
|          | DEDICATION  | iii  |
|          | ACKNOWLEDGEMENT   | iv   |
|          | ABSTRACT  | v    |
|          | TABLE OF CONTENTS   | vii  |
|          | LIST OF TABLES  | xi   |
|          | LIST OF FIGURES   | xii  |
|          | LIST OF APPENDICS   | xiv  |
|          | LIST OF ABBREVIATIONS                                     | xv   |
| <b>1</b> | <b>INTRODUCTION</b>                                       |      |
|          | 1.1 Background  | 1    |
|          | 1.2 Problem Statements                                    | 2    |
|          | 1.3 Objectives  | 3    |
|          | 1.4 Scopes  | 3    |
|          | 1.5 Thesis Organization                                   | 4    |
| <b>2</b> | <b>LITERATURE REVIEW</b>                                  |      |
|          | 2.1 Survey on the Existing System of REH Trading          | 6    |
|          | 2.2 Existing System Review                                | 7    |
|          | 2.2.1 Online Restaurant Menu Ordering System<br>(MEROSYS) | 7    |

|         |  |    |
|---------|--|----|
| 2.2.2   | Dell System  | 9  |
| 2.2.3   | Domino's Pizza Online Order System   | 13 |
| 2.2.4   | Comparison of Systems that similar with<br>Order and Support system                          | 15 |
| 2.3     | Development Tools  | 16 |
| 2.3.1   | Programming Language   | 16 |
| 2.3.1.1 | Active Server Pages.Net<br>(ASP.NET)   | 16 |
| 2.3.1.2 | Hypertext Preprocessor (PHP)   | 17 |
| 2.3.1.3 | Java Server Pages (JSP)  | 17 |
| 2.3.1.4 | Comparison of Advantages and<br>Disadvantages of Programming<br>Language                     | 18 |
| 2.3.2   | Integrated Development Environment (IDE)   | 18 |
| 2.3.2.1 | Microsoft Visual Studio 2010   | 18 |
| 2.3.2.2 | Adobe Dreamweaver CS5  | 19 |
| 2.3.2.3 | Netbeans IDE 6.9   | 20 |
| 2.3.2.4 | Comparison of Advantages and<br>Disadvantages of Integrated<br>Development Environment (IDE) | 21 |
| 2.3.3   | Database   | 22 |
| 2.3.3.1 | MySQL  | 22 |
| 2.3.3.2 | Microsoft SQL Server 2008 R2   | 22 |
| 2.3.3.3 | Oracle Database Ili/Ilg  | 23 |
| 2.3.3.4 | Comparison of Advantages and<br>Disadvantages of Database                                    | 24 |
| 2.3.4   | Web Server   | 25 |
| 2.3.4.1 | Apache HTTP Server   | 25 |
| 2.3.4.2 | Internet Information Services (IIS)  | 25 |
| 2.3.4.3 | NGINX  | 26 |
| 2.3.4.4 | Comparison of Advantages and<br>Disadvantages of Web Server                                  | 27 |

|       |                                     |    |
|-------|-------------------------------------|----|
| 2.4   | Methodology                         | 28 |
| 2.4.1 | Waterfall                           | 28 |
| 2.4.2 | Rapid Application Development (RAD) | 30 |
| 2.4.3 | Iterative & Incremental Development | 32 |
| 2.5   | Technique                           | 34 |
| 2.5.1 | Fuzzy Logic                         | 34 |
| 2.5.2 | Rule-Based                          | 35 |
| 2.5.3 | Artificial Neural Network           | 35 |

### 3 METHODOLOGY

|       |   |    |
|-------|---|----|
| 3.1   | Rapid Application Development   | 38 |
| 3.2   | Implementation of Rapid Application Development in<br>Online Product Selection System | 39 |
| 3.2.1 | Requirement Planning Phase  | 39 |
| 3.2.2 | User Design Phase   | 40 |
| 3.2.3 | Construction Phase  | 43 |
| 3.2.4 | Cutover Phase   | 43 |
| 3.3   | Artificial Intelligence   | 43 |
| 3.3.1 | Rule Based Expert System  | 44 |
| 3.3.2 | Structure of a Rule-Based Expert System   | 45 |
| 3.3.3 | Forward Chaining inference techniques   | 46 |
| 3.3.4 | Example of Rule-Based Forward Chaining  | 46 |
| 3.3.5 | Justification of Selected Technique   | 48 |
| 3.4   | Software and Hardware Tools   | 48 |
| 3.4.1 | Hardware  | 48 |
| 3.4.2 | Software  | 49 |

### 4 IMPLEMENTATION

|       |                                     |    |
|-------|-------------------------------------|----|
| 4.1   | Database Implementation             | 51 |
| 4.1.1 | Database Server Connection          | 52 |
| 4.2   | System Interface and Implementation | 53 |
| 4.2.1 | Main Page                           | 53 |

|        |                                       |    |
|--------|---------------------------------------|----|
| 4.2.2  | Login and Registration Module         | 54 |
| 4.2.3  | View and Edit Profile Module          | 55 |
| 4.2.4  | View Product and Make Order Module    | 56 |
| 4.2.5  | Make Appointment Module               | 58 |
| 4.2.6  | Product Selection Module              | 59 |
| 4.2.7  | Product Search Module                 | 60 |
| 4.2.8  | Manage User Module                    | 61 |
| 4.2.9  | Manage Product Module                 | 62 |
| 4.2.10 | Manage Frequent asked question Module | 65 |

## **5 RESULT AND DISCUSSION**

|     |                            |    |
|-----|----------------------------|----|
| 5.1 | Testing                    | 66 |
| 5.2 | Analysis of Result         | 66 |
| 5.3 | System Constraint          | 68 |
| 5.4 | Suggestion and Improvement | 69 |
| 5.5 | Summary                    | 69 |

## **6 CONCLUSION**

|     |                      |    |
|-----|----------------------|----|
| 6.1 | Introduction         | 70 |
| 6.2 | Project Contribution | 71 |
| 6.3 | Future Work          | 71 |
| 6.4 | Summary              | 71 |

|                   |           |
|-------------------|-----------|
| <b>REFERENCES</b> | <b>72</b> |
|-------------------|-----------|

|                         |               |
|-------------------------|---------------|
| <b>APPENDICES A - C</b> | <b>76-103</b> |
|-------------------------|---------------|

## LIST OF TABLES

| TABLE<br>NO. | TITLE   | PAGE |
|--------------|---|------|
| 2.1          | Comparison of Systems with Online Product Selection<br>System of REH Trading        | 16   |
| 2.2          | Comparison of Advantages and Disadvantages of<br>Programming Language               | 19   |
| 2.3          | Comparison of Advantages and Disadvantages of Integrated<br>Development Environment | 22   |
| 2.4          | Comparison of Advantages and Disadvantages of Database                              | 25   |
| 2.5          | Comparison of Advantages and Disadvantages of Web<br>Server                         | 38   |
| 3.1          | Fact Database   | 49   |
| 3.2          | New Fact Database   | 49   |
| 3.3          | Hardware Specification for Online and Support System                                | 51   |
| 3.4          | Software Specification for Online and Support System                                | 52   |

## LIST OF FIGURES

| <b>FIGURE<br/>NO.</b> | <b>TITLE</b>   | <b>PAGE</b> |
|-----------------------|--|-------------|
| 2.1                   | MEROSYS – Main page  | 9           |
| 2.2                   | MROSYS – Customer order page   | 10          |
| 2.3                   | Dell System – Main page  | 11          |
| 2.4                   | Dell System – Customer order page                                      | 12          |
| 2.5                   | Dell System – Support for home user page                               | 13          |
| 2.6                   | Domino’s Pizza Online Order System – Main page                         | 14          |
| 2.7                   | Domino’s Pizza Online Order System- Order page                         | 15          |
| 2.8                   | Waterfall Model  | 30          |
| 2.9                   | Rapid Application Development Lifecycle                                | 33          |
| 2.10                  | Iterative Development Models   | 34          |
| 2.11                  | Multi-valued Logic   | 35          |
| 2.12                  | Architecture of a typical Artificial Neural Network                    | 37          |
| 3.1                   | Rapid Application Development Lifecycle                                | 40          |
| 3.2                   | Flowchart for Registered User  | 42          |
| 3.3                   | Flowchart for admin  | 43          |
| 3.4                   | Flowchart for public user  | 44          |
| 3.5a                  | Production system and basic structure of a Rule-Based<br>Expert System | 47          |
| 3.5b                  | Basic structure of a Rule-Based Expert System                          | 47          |
| 4.1                   | OPSS Database  | 51          |
| 4.2                   | Database and Server Connection   | 52          |



|      |   |    |
|------|---|----|
| 4.3  | Connection Details                      | 52 |
| 4.4  | OPSS Home {Page                         | 53 |
| 4.5  | Login Interface                         | 54 |
| 4.6  | Registration Interface                  | 54 |
| 4.7  | View User Profile                       | 55 |
| 4.8  | Edit User Profile                       | 55 |
| 4.9  | User View Product                       | 56 |
| 4.10 | User Make Order                         | 57 |
| 4.11 | User Make Appointment                   | 58 |
| 4.12 | The Product Selection                   | 59 |
| 4.13 | Result of Product Selection             | 60 |
| 4.14 | Result of Product Search                | 61 |
| 4.15 | Admin View Customer and Delete Function | 61 |
| 4.16 | Admin View Customer Details             | 62 |
| 4.17 | Admin Add Product Interface             | 63 |
| 4.18 | Admin Edit Product Interface            | 64 |
| 4.19 | Admin Delete Product Interface          | 64 |
| 4.20 | FAQ Add and Delete Interface            | 65 |
| 5.1  | Customer Product Order                  | 67 |
| 5.2  | Product Selection                       | 68 |

**LIST OF APPENDICES**

| <b>APPENDIX</b> | <b>TITLE</b>            | <b>PAGE</b> |
|-----------------|-------------------------|-------------|
| A               | User Manual             | 76          |
| B               | Coding                  | 87          |
| C               | User Acceptance Testing | 98          |

## LIST OF ABBREVIATIONS

|      |                                    |
|------|------------------------------------|
| PHP  | Hypertext Preprocessor             |
| ASP  | Active Server Pages                |
| JSP  | Java Server Pages                  |
| IDE  | Integrated Development Environment |
| SQL  | Standard Query Language            |
| HTTP | Hypertext Markup Language          |
| RAD  | Rapid Application Development      |
| IIS  | Internet Information Services      |
| RUP  | Rational Unified Process           |

## CHAPTER 1

### INTRODUCTION

This chapter briefly discuss on the overview of this research. It contains five sections. This first section is background; follow by the problem statement. Next are the objectives where the project's goal is determined. After that are the scopes of the system and lastly is the thesis organization which describes the structure of this thesis.

#### 1.1 Background

Today's technology is progressing faster than anyone has ever expected and is changing the way we live. Internet technology is one of the influenced technologies these days. It has become so popular in many ways. The use of the internet is becoming so wide that we can do almost everything on the internet. We can download materials, search for information, online shopping and many more. The advantages of internet have attracted most of the business companies to make full use of the internet services. Study has shown that Internet access has socioeconomic benefits and can accelerate economic development (Fosu, 2011). Most of the companies expand their business through the online information system by selling product, publishing advertisement and other services. However, the growth of the online services in our local business companies still needs improvement.

When we talk about order or buy, most of us will feel that it is more suitable if we order or buy something on the spot. This is because we try to understand the use and function of the product before we make the decision to buy or order. During the buying

or ordering process, there is communication and interaction between us as the customer and the sales person. This is to make sure we understand the use of the product and then only make a decision either to buy it or not. So when we converted the process into a service and put it on the internet, it makes it hard to just describe the product in words and sometimes customer does not understand the description. This makes it a great challenge for the local companies to put their sales and services online. REH Trading is one of the local companies facing such problem. Previously customers prefer to order or buy on the spot. However, because of the growth of the internet technology, more and more consumers prefer online shopping. Through online shopping, consumers feel that they not only save their time and cost, at the same time they can get what they want with easy steps.

Therefore, Online Product Selection System of REH Trading is developed to provide online services. The system provides basic information and background of the company. The information provides the location and the company contact of Branches. The system is strictly controlled by the admin. A product selection service has been modeled to customer for guiding customer in choosing the right product. It is necessary because there are no real persons to advice the customers in the Internet (Prasad, 2003).

## **1.2 Problem Statements**

Reh Trading & Technical Support Sdn Bhd is a contractor and supplier of CCTV surveillance System and owned a web system. However, the existing web system is not fully optimized. It just provides simple company profile, product view, job reference and contact of the company. There is no product recommendation for customer. This makes customers don't know which one to buy because there are too many products and with the description, that is not enough to guide the customers to the product they really need. The website is not nicely organized. There is also lack of customer database.

### 1.3 Objectives

The objectives of this project are:

- i. To design and develop online product selection system of REH Trading.
- ii. To apply rule-based in product selection.

### 1.4 Scopes

The scopes of this project are:

- i) User
  - a. The system can register the customers in the database and manage by admin.
  - b. The system can provide online product overview that allows customer to order.
  - c. Customers are able to edit and update their profile.
  - d. The system provides support for customers to view critical issues.
  - e. Customer able to use the product selection function to choose the suitable product.
  - f. Customer able to search product by typing product name.
- ii) Admin
  - a. The system provides basic information and the background of the REH Trading Company.
  - b. Current products specification can be updated and new product can be added by admin too.
  - c. Admin can manage the sales by approve or cancel the order.
  - d. Admin can insert new rules for the new product.

- e. Admin can add new issue of support.
- f. Admin can manage the users.

## 1.5 Thesis Organization

This thesis is divided into 6 chapters. Chapter 1 is introduction, Chapter 2 is literature review, Chapter 3 is methodology, Chapter 4 is implementation, Chapter 5 is results and discussion and Chapter 6 is conclusion.

Chapter 1 is to introduce about the Online Product Selection System of REH Trading. This chapter contains five parts. The first part is the background of the project. Second part is about the problem statements. In problem statement, the problem faced by REH Trading is stated. Third part is about the objectives of the Online Product Selection System. The next part is to discuss on the scope of the system. Lastly is the summary of the each chapter in the thesis.

Chapter 2 is to explain about the review for the Order and Support System for REH Trading Sdn Bhd. This chapter is divided into two sub-reviews that require the students to study to get complete information about the order and support system. The first sub-review requires the student to review and explain about the researches that had been developed by others or/and present computer projects which are related to the current project. The second sub-review is to explain about the technique/ method/ equipment or technology that can be used in constructing the project.

Chapter 3 is to discuss about the approach and framework for the project. In the content, it included the method, technique or approach that will be used and have been used in designing and implementing the Online Product Selection System of REH Trading. This chapter also explains about the justification of method or approach used and both the hardware and software needed for the project.

Chapter 4 is for the documentation of all the process that is involved in the development of the project. This chapter highlights generally about the designed project development and shows the content of the method on how the database and table that had

been designed were included through SQL instruction and the source code for developed the designated user's interfaces.

Chapter 5 is to explain about the results and data analysis that had been acquired. In the explanation, it must include result analysis, project limitation, also suggestion and project enhancement. The result analysis must be explained so that the objective is parallel with the project's problem. The project limitation must be elaborated about development constraints and system constraints of the project. The suggestion and project enhancement part are included in the knowledge discussion or contribution for future improvement on the research.



## **CHAPTER 2**

### **LITERATURE REVIEW**

This chapter will be devoted to a survey on the existing system of REH Trading Sdn Bhd, followed by the systems that similar with Online Product Selection System of REH Trading, development tools and methodology.

#### **2.1 Survey on the Existing System of REH Trading**

REH Trading Sdn Bhd has an existing web system. The company has an online system that only provide company background, contact number, job reference and product information. They do not fully utilize the internet usage that provides extra services for the customers. There is no guide service for customers in choosing the product. This is important because most of the customers do not have the knowledge about surveillance system. As a result, customers may not visit the website again.

The company is using customer detail form to record down the customer information manually and keep then in a file. They do not have a method to organize the customers' data file and this makes it hard to search back for further reference. Sometimes, the customer detail information may lose because of unexpected accident. In order to solve this problem, the company is advised to register all customers in computer and store them safely.

The company has staff responsible for picking up customer's phone call for product inquiry and appointment booking for product installation. The staff record down all the appointment manually on a note. It is a very traditional way to record down appointment and it may cause misunderstanding between the staff and customer because it does not have a proper way of recording down the appointment and sometimes

conversation can brought to conflict. Staff may also misplace the note or the time and date for the appointment crash with other appointment.

The staff or sales manager will deal with the customer face to face when customer visits the company or during appointment. Once again, the order and appointment from the customer will be recorded down manually by the staff. Current existing web systems do not provide a service for customer to guide customer in choosing the product that suits them. This makes customer keep visiting the company at the same time they keep making appointment just to choose the right product. It is time wasting for both the company and customer.

The company has technical support team to do the product installation after customer order the product and also provide technical support if there is a problem that the surveillance system cannot function well. Since the company is just a small company, the numbers of support team is limited. Consequently, the support team is busy at most of the time. Sometimes, the customers keep calling for support although it is just a minor problem that can be fixed with simple steps. The current support system is not good enough to manage the problems.

## **2.2 Existing System Review**


This section is to review the current system and the existing system that similar with Online Product Selection System of REH Trading.

### **2.2.1 Online Restaurant Menu Ordering System (MEROSYS)**


Online Restaurant Menu Ordering System (MEROSYS) is an online food ordering system. The main page is as shown in Figure 2.1. It is designed to seamlessly integrate with existing website without having to replace your existing website. It's a unique Restaurant Menu Software wherein admin can set up an online restaurant menu and make food delivery service faster and easier.

Customer can quickly, effectively and securely order food online, and make reservations for dining directly from restaurant's website. An example of customer order is shown at Figure 2.2. Orders can be sent to an email account or directly viewed over the internet. Payment can be made upon food delivery (as usually done) or in advance.

Online Restaurant Menu Ordering System also helps build valuable customer information database automatically as orders are placed on website (MEROSYS, 2004).


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### Pricing & Signup

MeroSys is competitively priced with packages starting for as low as US\$9.95 (per day) and offers you the ability to set up your online restaurant instantly.

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For a small monthly fee, you have a whole new convenient way to accept orders from your customers.

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Figure 2.1 MEROSYS – Main page

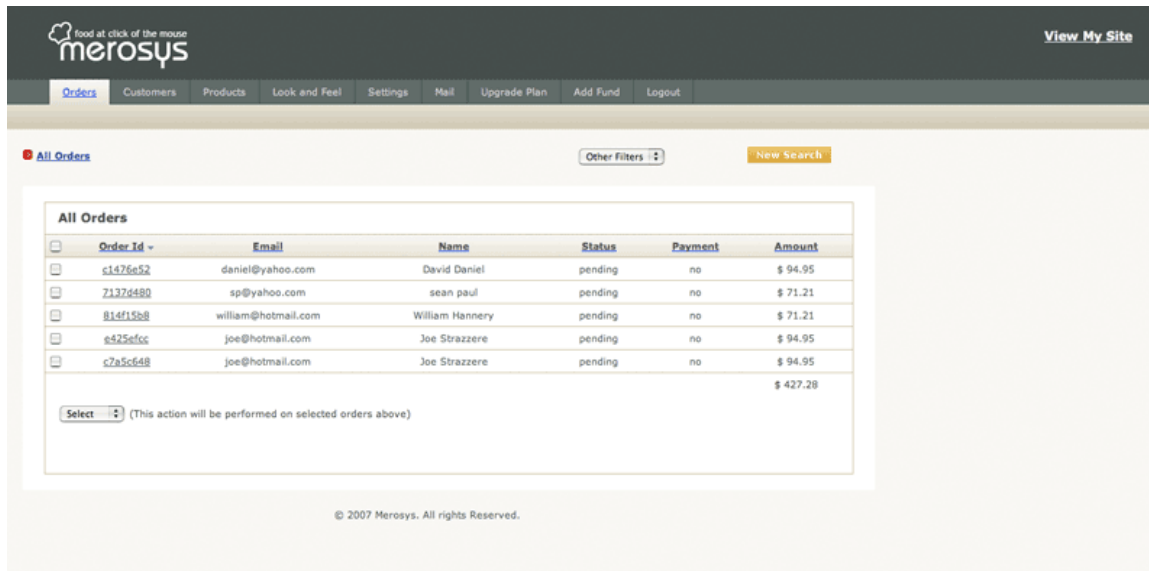



Figure 2.2 MEROSYS – Customer order page

## 2.2.2 Dell System

Dell System is an order and support system that mainly focus on computer and other hardware as well. The main page of Dell System is as shown in Figure 2.3. At the main page, user can browse across the content of the dell system with provided link and menu bar. There is a search tool for public user to search the products based on keywords and E-value code. Figure 2.4 shows the order page of the dell system. User need to register an account to order the product. In order page, user able to continue shopping to add more item or checkout. By clicking checkout meaning user confirm the order and to buy it. Besides, user also able to view order status. Figure 2.5 shows the support for home users. At the support side, user able to download drivers and other system updates, seek for product support including product troubleshooting, view support by topic, warranty information and so on. There is also a Dell forum for product support discussion. The support covers most of the home user's products (Dell, 2011).



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 [Large Text](#)

Figure 2.3 Dell System – Main page

Malaysia Order Online Safely or Contact Us at 1800-88-0301 Sign In Cart: (1 item)

**DELL** Shop Support Community Keyword or E-Value Code Search

Best-selling Deals Laptops Desktops & All-in-Ones Mobile Phones & Tablets Electronics & Upgrades Printers & Ink Monitors PC Help & Advice View All

Dell recommends Windows® 7.

PC Setup/Repair My Order Status Contact Us Email Updates Feedback

## My Cart


Welcome! Registered members sign in now to retrieve an old cart or to save this cart. Not registered? Then select [Create An Account](#) to enjoy membership benefits like Save cart and faster checkout with pre-filled forms

[Sign In](#) [Create An Account](#)

**Cart**

[Summary View](#) | [Detail View](#)

[Save Cart for Future Access](#) [Print Cart](#) [E-mail Cart](#) [Continue Shopping](#) [Checkout](#)

| NEW XPS 15  | Qty | Unit Price         |
|---|-----|--------------------|
|  <p><b>XPS 15</b><br/>XPS L502X Direct Base, Genuine Windows® 7 Home Premium SP1 64bit (English)<br/><a href="#">Adjust System</a></p> | 1   | RM 3,299.00        |
| <a href="#">Update Total</a>  |     |                    |
| <b>Total Price</b>  |     | <b>RM 3,299.00</b> |

**Coupon Entry**

[Sign in to retrieve your coupons](#) OR  [Apply Coupon](#)

Note: Coupon savings are only applied to items you have added to your cart.

|                          |                    |
|--------------------------|--------------------|
| <b>Sub-total</b>         | RM 3,299.00        |
| <b>GST- Malaysia(0%)</b> | RM 0.00            |
| <b>Total Price</b>       | <b>RM 3,299.00</b> |

[Save Cart for Future Access](#) [Print Cart](#) [E-mail Cart](#) [Continue Shopping](#) [Checkout](#)

**Chat or Call:**  
1800-88-0301

**SECURE SHOPPING**

**Popular Accessories**

**24 months McAfee Security Centre**  
Add McAfee SecurityCenter pre-installed today! Help protect against viruses, hackers, identity theft, and more from the moment you turn on your PC.

RM 35.00  
[Add to Cart](#)

**Microsoft® Office 2010 Home and Student**

RM 249.00  
[Add to Cart](#)

**Western Digital Elements Desktop 1 TB Hard Drives (Black)**

RM 259.00  
[Add to Cart](#)

**Targus Wireless Comfort Laser Mouse**

RM 118.00  
[Add to Cart](#)

**Philips Multimedia Speakers 2.0**

RM 59.00  
[Add to Cart](#)

Figure 2.4 Dell System – Customer Order page

Malaysia Contact Us Sign In Carl

Shop Support Community

Keyword or E-Value Code Search

Drivers & Downloads Product Support Support by Topic Order Support Warranty Information View All

Support Home Page

My Account My Order Status Feedback

## Welcome to Home User Support

**Support Options**

Support Home Page

**Drivers & Downloads**

- Drivers & Downloads
- Drivers Home
- Drivers Help
- Dell Supported Operating Systems
- Technical Subscriptions
- Monitor Drivers

**Product Support**

- Troubleshooting
- Manuals
- System Configuration
- Parts & Upgrades
- My Products and Services
- Support History & Status
- Dispatch Status
- Express Service Code Converter
- Global Recycling Options

**Support by Topic**

- Hot topics
- Getting Started
- Windows 7
- Windows XP
- Windows Vista
- Networking and Wireless
- Security & Virus
- Alienware
- Support Videos
- Printers Support

**Order Support**

- Order Status
- Delivery
- FAQs
- Missing, Wrong or Damaged
- Returns

**Warranty Information**

- Warranty Status
- Extend & Upgrade Warranty
- Service Contracts
- Retail Registration
- Ownership Transfers

**Premium Services**

- Solution Station

**Contact Us**

- Contact Technical Support
- Contact Order Support
- Contact Dell Sales
- International Support

**Drivers & Downloads**

Find Drivers, BIOS and other system updates

**Assisted Search**

Locate solutions to common issues

**Windows 7**

Support for your Windows 7 needs

**Order Status & Support**

Track your order & get online support

### Top Solutions

- How To Restore or Reinstall Microsoft® Windows® on a Dell™ Computer
- Microsoft Windows Locks Up, Hangs Unexpectedly or an Error Occurs
- Get Answers to Common Questions about Laptop Batteries
- My Computer does not turn on
- Understanding and Troubleshooting Your Hard Drive
- Why Did My Dell System Not Come With Disks?
- Office 2010 Activation
- Troubleshoot with Desktop Monitor or Laptop Screen
- More Top Solutions

### Other Support Tools

- Windows(Windows 7, Vista, XP)
- Hardware
- Mobile Devices
- Network & Wireless
- Manuals & Documentation
- Monitors & Display
- Printers

### Additional Resources

**Solution Station**  
Call 1-800-88-1304 for our Premium Service phone support

- Get expert help to speed up your PC, remove viruses, configure wireless networks and more

**Parts & Upgrades**

- Find compatible spare parts and upgrades for your Dell system(s) and more.

**Warranty Information**

- Check warranty status for a single system.
- New!** Access My Products & Services to view all of your support contracts online.

**Dell Forums**

- Talk with other customers in the Forum

**Customer Service**

- Get help on order status, invoices, missing / wrong / damaged and more.

Figure 2.5 Dell System – Support for home user page



### 2.2.3 Domino's Pizza Online Order System

Domino's Pizza has an online order system on the internet. Figure 2.6 shows the main page of the Domino's Pizza Online Order System. At the main page, user can see the latest promotion sets, news and others. Figure 2.7 shows the order page of the Domino's Pizza. User must register an account to login to order pizza. At the order page, all sets of meal are displayed for user to choose to order (Domino's Pizza, 2011). To order pizza, user just need to click on the order now icon and then proceed to finish the order.

**GPS TRACKER**  
GREAT PIZZA, BETTER SERVICE

**Domino's Pizza**

HOME MENU PROMOTION CORPORATE STORE LOCATION LOG OUT

**GRAND TOTAL RM9.60**  
CLICK HERE FOR ORDER DETAILS

**CHECK OUT**

**Starter box**  
Introducing Domino's Starter Box!  
Great for sharing good times!  
Featuring new Roasted Chicken Drummet, new Original Flavor Crazy Chicken Crunchies with salsa sauce, Crazy Chicken Crunchies Spicy Tonyam with tangy cheese dip and Garlic Cheese Onion Rings.

**AWESOME FOURSOME**  
Add-on: RM34.80  
Normal price: RM44.20  
• Roasted Chicken Drummet - 6 pcs (NEW)  
• Crazy Chicken Crunchies Original Flavor with salsa sauce (NEW)  
• Crazy Chicken Crunchies Spicy Tonyam with tangy cheese dip  
• Garlic Cheese Onion Rings

**DYNAMIC DUO**  
Add-on: RM19.80  
Normal price: RM25.60  
• Roasted Chicken Drummet - 6 pcs (NEW)  
• Crazy Chicken Crunchies Original Flavor with salsa sauce (NEW)

**DOMINO'S DEBIT**  
ONLINE PAYMENT  
EASY ONLINE PAYMENT @ YOUR FINGERTIPS  
CLICK HERE FOR DETAILS

**Online Offer: 25% OFF**  
a la carte price  
Valid with minimum regular pizza purchase  
Valid for online ordering only  
Crazy Chicken Crunchies Original Flavor  
Crazy Chicken Crunchies Spicy Tonyam  
CLICK HERE FOR DETAILS

**NOW OPEN DOMINO'S NEW STORE**  
CENTRE POINT, TAIPING  
LOCATION MAP  
Lot 51-G, 51-1 & 51-2, Centre Point  
Jalan Istana Larut 34000 Taiping, Perak.

**JOIN OUR TEAM**  
CONTACT US | TERMS OF USE | PRIVACY | EDIT PROFILE | HISTORY  
COPYRIGHT 2011 BY DOMINO'S PIZZA MALAYSIA SDN BHD. ALL RIGHTS RESERVED.  
Operation Hours: 10:30am - 11:00pm

**DELIVERY HOTLINE: 1-300-888-333**

Figure 2.6 Domino's Pizza Online Order System – main page